

# PROCLAMATION!

## DOOMED!

Do not enter until  
YOU SEE THE  
Black and White  
SIGN.

5000 yards of  
Calico at  
3 1-2 a yard.

WAIT! WAIT!! WAIT!!! UNTIL  
**WEDNESDAY FEBRUARY 13th at 9 O'clock a. m.**

**\$32,000** Stock of High Grade seasonable merchandise of The  
Hendersonville Mercantile Co., to be sold for prices  
lower than the actual cost of the raw material  
By The New York and St. Louis Consolidated Salvage Co., Incorporated

Century Building St. Louis, Eastern office 377, 9 Broadway New York City. Adam Goldman Pres, and General Manager.  
Backward season and disastrous weather condition has caused this terrible calamity. \$32,000 worth of Clothing, Dry Goods,  
Shoes, Hats, Furnishings Etc., for Men, Women and Children to be sold for any prices the Merchandise will bring, forced to have  
the cash. Sale open's Wednesday, February 13th at 9 a. m., sale closes Saturday, February 23rd. The greatest Bona Fide ever  
inaugurated in Hendersonville. Positively no goods charged during this sale.

Every Man, Woman and child is commanded to attend this event. Hendersonville Mercantile Co., has placed this entire stock with the New York and St. Louis  
Consolidated Salvage Company under one consideration, and that is to dispose of this stock and liquidate it in the city of Hendersonville; that we guarantee to refund money to  
any purchasers for any reason whatsoever. We shall protect every buyer accordingly. No housewife should overlook this event. Mind you, in the season of the year when  
all other merchants are exacting the highest price for their wares. You never heard of it before, and you never will again; therefore take advantage of the great bargain feast  
offered to Hendersonville shoppers. A story briefly told. This stock must be liquidated and disposed of and prices will have no consideration. The stock that forms the basis of  
this sale is merchandise of dependability and quality. No consideration is here given, we have just resolved to just one purpose--to sell all, and it must be sold. We are  
under obligations must have the cash.

This Salvage Sale will be held at  
Wed. FEB. 13 to Sat. FEB. 23

**Hendersonville Mercantile Company**

Look for the BIG BLACK AND WHITE  
CANVAS FRONT.

| Men's Clothing   | Boys Clothing   | Shoes  | Dry Goods   | Dry Goods.  | Ladies Furnishings  |
|--|---|--|---|---|---|
| A fine suit of clothes, all to match, sold regular for 4.00, salvage sale price <b>1.48</b>  | Boys knee pants, sale price, per pair <b>8c</b>                   | Shinola Shoe Polish, per can <b>7c</b>                                   | 6,000 yards Calico <b>3 1-2c</b>  | Cashmere regular price 50c price <b>36</b>                                | Ladies hose, regular loc, sale price <b>6c</b>                      |
| A fine suit of clothes, all to match, sold regular for 7.00, salvage sale price <b>3-98</b>  | Boys knee pants suits, regular price 2.00, sale price <b>97c</b>  | Gilt Edge Combination Polish regular price 25c, sale <b>15c</b>          | Apron gingham worth 8c sale price <b>6c</b>                               | Albatross all colors regular price 50c sale price <b>33</b>               | Ladies hose, regular 15c, sale <b>8c</b>                            |
| A fine suit of clothes, all to match, sold regular for 10.00, salvage sale price <b>4-98</b> | Bops knee pants suits, regular price 3.00, sale price <b>1.79</b> | Dean's best Mens brogan shoes sale price <b>1.19</b>                     | Dress Gingham worth 10c price <b>6 1-4</b>                                | Mohairs regular price 60c price <b>39</b>                                 | Ladies hose, regular 25c, sale <b>17c</b>                           |
| Fine dress suits, sold for 12.00 to 15.00, salvage sale price <b>6.98 and 7.48</b>           | Boys knee pants suits, regular price 4.00, sale <b>2.69</b>       | Deans second quality brogan shoes, sale price <b>98c</b>                 | Cambric yard <b>31-2</b>  | Mohairs regular price 75c price <b>49</b>                                 | Ladies belts below cost   |
| Fine dress suits, Kirschbaum make, worth 18.00, sale price <b>9.48 and 9.98</b>              | Boys Buster Brown Suits, regular 5.00, sale price <b>3.79</b>     | Mens Army and Navy shoes regular 2.25, now <b>1.89</b>                   | Dress Gingham worth 12 1-2 price <b>9c</b>                                | Grey mohairs regular price 60c sale price 60c <b>39</b>                   | Ladies hemstitched handkerchiefs, regular 5c, <b>2c</b>             |
| Stein-Block suits, worth 20.00, sale price, <b>11.48</b>                                     | Mens and Boys Furnishings   | Mens every day shoes, worth 1.50, now <b>98c</b>                         | 8c Amoskeag sale price yd <b>6c</b>                                       | Light weight woollens regular price 37c sale price <b>37</b>              | Ladies hem. handk. regular loc, <b>4c</b>                           |
| Stein-Block Suits worth 25.00, sale price, <b>15.98</b>                                      | mens working hose worth 10c, sale price <b>3c</b>                 | Mens 2.00 shoes, sale price <b>1.59</b>                                  | Percales worth 10c sale price <b>7 1-2</b>                                | Foreign Broad Cloth regular price 1.50 sale price <b>98</b>               | Ladies hem. handk. regular 15c <b>6c</b>                            |
| Mens Ulster Overcoats, worth 10.00, sale price <b>4.48</b>                                   | mens working hose worth 15c, sale price <b>6c</b>                 | Mens 2.50 shoes, sale price <b>1.98</b>                                  | Percales worth 12 1-2c price <b>9 1-2</b>                                 | Broad cloth all colors regular price 1.00 sale price yd <b>77</b>         | Ladies hem. handk. regular 25c <b>12c</b>                           |
| Mens Cravenetts, worth 15.00, sale price <b>9.48</b>   | mens fine hose worth 20c, sale price <b>9c</b>                    | Mens 3.00 dress shoes, <b>2.39</b>                                       | Toweling yard <b>5c</b>   | Silk striped Challis regular price 40c sale price <b>29</b>               | <b>Pins ONE CENT Pkg.</b>   |
| Mens Overcoats, worth 10.00, sale price <b>4.98</b>  | mens fine hose, worth 25c, sale price <b>14c</b>                  | Mens 3.50 dress shoes <b>2.69</b>  | Bed Ticking worth 9c sale price <b>6 1-2</b>                              | Black dress goods regular price 25 cts to 1.50 sale price <b>19 to 98</b> | <b>Hair Pins One Ct Pkg</b>   |
| Youths topcoats, worth 7.50, sale price <b>3.98</b>  | 10c handkerchiefs, sale price <b>3c</b>                           | Mens 4.00 dress shoes <b>3.98</b>  | Bed ticking worth 10c sale price <b>7c</b>                                | 20c all wool flannels price <b>12 1-2</b>                                 | <b>Purses and Hand Bags almost given away</b>                       |
| <b>Mens Pants</b>  | 15c handkerchiefs, sale price <b>6c</b>                           | Edwin Clapps 6.00 shoes <b>4.98</b>                                      | 10c Demin sale price, yard <b>7c</b>                                      | 50c all wool flannels price <b>37 1-2</b>                                 | 50c corsets sale price <b>21c</b>                                   |
| 1.50 Pants, sale price <b>98c</b>  | 50c dress shirts, sale price <b>29c</b>                           | Boys shoes worth 1.00, sale price <b>49c</b>                             | 12 1-2c demin sale price <b>9c</b>  | wool jeans worth 25c yard price <b>19</b>                                 | 100 Thompson's glove fitting corsets, sale price <b>79c</b>         |
| 2.00 pants, sale price, <b>1.39</b>  | mens fine hose, worth 25c, sale price <b>14c</b>                  | Boys Shoes worth 1.50 sale price <b>96c</b>                              | Cotton checks worth 6c price <b>4 3-4</b>                                 | 25c all wool flannels price <b>17 1-2</b>                                 | 1.50 Thompson's corsets, sale <b>1.09</b>                           |
| 2.50 pants, sale price, <b>2.19</b>  | mens fine hose, worth 25c, sale price <b>14c</b>                  | 100 pair Boys Canvas shoes worth 1.00, sale price <b>69c</b>             | Riverside plaids worth 8c yd price <b>6c</b>                              | 35c all wool flannels price <b>22 1-2</b>                                 | H. & W. Corset waists, regular price 1.00, sale price <b>69c</b>    |
| 3.00 pants, sale price, <b>2.89</b>  | 15c handkerchiefs, sale price <b>6c</b>                           | <b>Ladies shoes</b>  | Sheeting worth 5 1-3c yd price <b>5 3-4</b>                               | 50c all wool flannels price <b>37 1-2</b>                                 | Ladies Vests, worth loc, sale <b>4c</b>                             |
| 5.00 pants, sale price, <b>3.79</b>  | 50c dress shirts, sale price <b>29c</b>                           | 1.50 Ladies shoes, sale price <b>1.19</b>                                | Sheeting worth 7 1-2c yd price <b>5 1-2</b>                               | 20c all wool flannels price <b>12 1-2</b>                                 | Ladies vests worth 15c sale price <b>9c</b>                         |
| <b>Overalls, Blue Ridge Brand, Regular Price 1.00, sale price 77c</b>                        | 75c dress shirts, sale price <b>38c</b>                           | 2.00 Ladies Shoes sale price <b>1.59</b>                                 | Amoskeag outing regular 10c sale price <b>6 1-2</b>                       | 25c all wool flannels price <b>22 1-2</b>                                 | Ladies Jersey ribbed vests, 25c, <b>19c</b>                         |
| <b>500 Mens Hats, worth from 1.50 to 3.00, sale price 24c to 1.98</b>                        | 1.00 dress shirts, sale price, <b>74c</b>                         | 2.50 Ladies Shoes, Sale Price <b>1.89</b>                                | Amoskeag outing regular 7 1-2 sale price <b>5c</b>                        | 50c all wool flannels price <b>37 1-2</b>                                 | Ladies 50c Underwear, sale price <b>38c</b>                         |
| <b>Mens and Boys Caps 16c</b>  | 25c neckwear, sale price <b>18c</b>                               | <b>Queen Quality Shoes Reduced</b>                                       | 10c storm outing sale price yard <b>7 1-2</b>                             | wool jeans worth 25c yard price <b>19</b>                                 | Ladies silk and wool underwear regular 1.50 Sale Price <b>1.10c</b> |
| <b>Suit Cases, Umbrellas and Hand Bags at your own price</b>                                 | 50c neckwear, sale price, <b>38c</b>                              | 100 pairs ladies Shoes odd sizes worth up \$3.00 sale price <b>49c</b>   | 10c flannel sale price <b>7 1:2</b>                                       | 25c Shimmer silk sale price yd <b>18</b>                                  | Children sanitary underwear regular price 40c Sale Price <b>27c</b> |
| <b>Mens &amp; Boys Leggings at your own price</b>  | 15c suspenders, sale price, <b>9c</b>                             | 300 pair children shoes regular price 1.00 to 1.50 sale price <b>49c</b> | 10c waist plaids sale price <b>7 1:4</b>                                  | 15c fancy mercerized lining price <b>10</b>                               | 35c Fascinators Sale Price <b>19c</b>                               |
| <b>Sweaters almost given away</b>  | 25c suspenders, sale price, <b>19c</b>                            | Ladies heavy shoes home made regular price 1.50, sale price <b>1.09</b>  | Best grade Sea Island regular 8 1-3 sale price <b>6c</b>                  | 75c Bedford cord sale price yard <b>45c</b>                               | 75c Fascinators Sale Price <b>39c</b>                               |
| Rubber Boots regular 3.50, sale price, <b>2.75</b>   | 35c suspenders, sale price <b>19c</b>                             | <b>Blankets, Comforts &amp; Rugs</b>                                     | Best grade waterproof flannel 36 inches regular 50c all colors <b>37c</b> | 50c kinkedown sale price <b>37 1-2</b>                                    | 25c Baby sacques Sale Price <b>19c</b>                              |
| <b>All Rubber Goods almost given away</b>  | 50c suspenders, sale price <b>38c</b>                             | 75c Cotton Blanket Sale Price <b>38c</b>                                 | 25c Turkey red table cloth price yd <b>19c</b>                            | 30c Elderdown sale price yard <b>21c</b>                                  | 50c Baby Sacques Sale Price <b>39c</b>                              |
|  | 60c Fleece lined underwear, sale price, <b>37c</b>                | 1.00 Cotton Blanket Sale Price <b>47c</b>                                | 25c table cloth sale price <b>19c</b>                                     | Children hose regular loc Sale Price <b>7c</b>                            | <b>Cloaks, skirts.</b>  |
|  | Wrights 1.00 underwear, sale price <b>73c</b>                     | 1.25 Cotton Blanket Sale Price <b>79c</b>                                | 50c table cloth sale price <b>38</b>                                      | Dress plaids regular price 50c at <b>39c</b>                              | 4.50 cloaks sale price <b>2.98</b>                                  |
|  | Wrights 1.25 underwear, sale price <b>94c</b>                     | 1.00 Comforts Sale Price <b>69c</b>                                      | 75c table cloth sale price <b>57</b>                                      | Dress plaids regular price 1.00 at <b>69</b>                              | 12.00 raincoats sale price <b>7.98</b>                              |
|  |   | 1.25 Comforts Sale Price <b>89c</b>                                      | 100 table cloth sale price yd <b>79</b>                                   | Dress plaids regular price 1.65 at <b>1.29</b>                            | 1.25 skirts sale price <b>79</b>                                    |
|  |   | 4.00 woolen blankets Sale Price <b>2.48c</b>                             | Table oil cloth 25c grade price <b>14</b>                                 | 25c silks sale price yard <b>18</b>                                       | 1.75 skirts sale price <b>1.19</b>                                  |
|  |   | 2.50 Rugs Sale Price <b>1.48c</b>  |   | 50c silks sale price yard <b>38</b>                                       | 2.50 skirts sale price <b>1.98</b>                                  |
|  |   | 3.00 Rugs Sale Price <b>1.98c</b>  |   | 75c silks sale price yard <b>57</b>                                       | 4.50 Skirts Sale Price <b>2.49c</b>                                 |
|  |   | 3.50 Rugs Sale Price <b>2.36c</b>  |   | 1.00 silks sale price yard <b>84</b>                                      | 5.00 Skirts Sale Price <b>3.69c</b>                                 |
|  |   | 4.00 Rugs Sale Price <b>2.98c</b>  |   | 1 yard wide Pongee regular price 75c sale price <b>59</b>                 | 6.50 Skirts Sale Price <b>4.69c</b>                                 |
|  |   |  |   | 2,000 yards ribbons up from, <b>1c</b>                                    | 20.00 Ladies fine suits Price <b>13.48</b>                          |
|  |   |  |   | 3,000 yards embroideries price up <b>2c</b>                               | 18.00 Ladies fine suits Price <b>10.48</b>                          |
|  |   |  |   | 2,000 yards laces sale price up <b>2c</b>                                 | Misses & Childrens Cloaks at your own price.                        |

Come early and bring thh children along, the opening will be made a gala-day, music by an orchestra every day during this sale. P. S. Store will be closed Monday and Tuesday  
February 11th and 12th, to mark down stock and re-arrange store. Sale positively opens Wednesday, February 13th at 9 a. m. and closes February 23rd.

# HENDERSONVILLE MERCANTILE CO.

Do not confound this Bona fide sale with the so called reduction sales that are now or have been going on in Hendersonville.

Stock now being sold by the New York and St Louis Consolidated Salvage Co  
**LOOK FOR THE BLACK AND WHITE CANVAS FRONT**  
**FREE--On Wednesday morning Feb, 13 at 9 o'clock we will throw from the top of our building Men's and Women's Clothing, Shoes and Hats to those congregated below. Come to the Black and White Canvas Front, Hendersonville, Wednesday morning February 13, at 9 o'clock--the opening day of our Gigantic Salvage Sale.**

Boys knee pants 8c a pair, Sale days Wednesday, Feb. 13 to Saturday Feb. 23.